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# City of Federal Way

## Recycling Outreach 2011 Second Quarter Summary Report



### **RECYCLING PROGRAM IMPLEMENTATION ASSISTANCE AND OUTREACH**

#### **BUSINESS ASSISTANCE AND OUTREACH**

From January- June 2011, the City of Federal Way contracted with Wilder Environmental Consulting to perform business and school outreach to promote resource conservation. This report highlights the assistance provided in the first two quarters of 2011.

#### ***Container Incentive and Business Outreach***

To provide an incentive for businesses starting or improving their recycling program, the City again offered durable recycling containers for any businesses that expanded their current program. Details of business outreach are shown in Appendix C.

A total of

- 26 Businesses were visited onsite- including Federal Way Commons
- 98 desktide containers (7 gallons) were distributed to businesses
- 262 Stickers listing what can and cannot be recycled were distributed to businesses

- 22 business recycling kits were distributed
- 21 businesses started or improved their recycling program.
- It is estimated that outreach this year to small businesses will divert over **530 cubic yards** of recyclables from the landfill per year.

Stickers listing what can and cannot be recycled were adhered to containers. Again, this year, instead of using a specific City sticker- the contractor had copies of the Waste Management business guidelines photo sheet printed on stickers.

Business that were visited onsite, received a Business Recycling Kit, which included the following items:

- City of Federal Way Recycling Guide
- City of Federal Way Green Recognition Program Application
- Organics recycling information
- Take It Back Network brochure for electronics recycling
- Take It Back Network brochure for fluorescent lamp recycling
- LHWMP hazardous waste management/recycling/disposal information card
- Sample sticker for recycling bin listing what can and cannot be recycled.
- Recycled cardboard pen or pencil with City website and contact information on it.

### ***Federal Way Commons***

This year the contractor worked with Federal Way Commons to help improve recycling onsite.

Assistance this year included:

- Meeting with facilities head
- Emails and coordination
- Meeting with Cedar Grove representative and assistance with coordination of adding composting service.
- Meeting with Seadrunar representative and assistance with coordination of adding commingled recycling service.
- Development of a tenant handout
- Development of container signs

### ***Additional Business Recycling Outreach Items***

- Responded to requests

### ***Recommendations for 2011***

- Continue to promote embedded recycling program and organics recycling. Possible promotion could include:
  - Send out new business letters in the third and fourth quarter of 2011. This was done in 2008 and not in 2009 and 2010. This is a good way to promote the program at little cost
  - Postcards to all businesses.
  - Include insert with business licenses or bills
  - Booth at events
  - Newsletter/newspaper articles
  - Presentations to business groups

- Email newsletters
- Continue to offer business and multifamily recycling assistance.
- Continue to offer container incentive.
- Consider recognition program for multifamily recyclers and continue business program. Choose a “Green Business of the Year” for 2011.
- Possibly partner with other City Departments to cross promote (ie storm water etc.)
- Parks recycling
- Continue to work with Commons to add new commingled recycling service and composting service.

## SCHOOL ASSISTANCE AND OUTREACH

The City again worked to provide assistance to Federal Way school District. Details are outlined below:

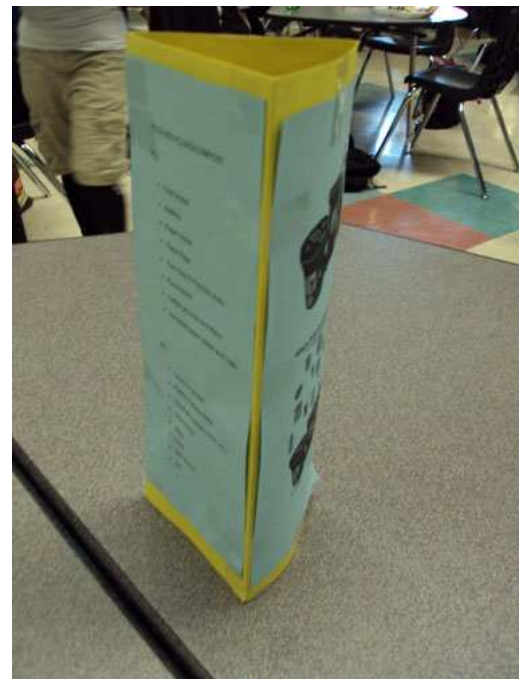
### GENERAL

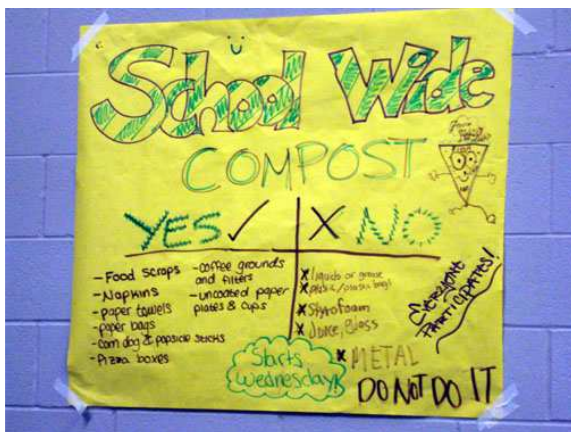
- Worked with the District Resource Conservation Manager.
- Partnered with City of Bellevue to utilize their school composting kit for Federal Way School District which includes: morning announcements, newsletter articles, visual props, staff emails and lanyards
- **Saghalie Middle School- new composting program and tray stacking program**
  - Emails and correspondence
  - Ordered materials
  - Conducted monitor training of student group
  - Sent electronic composting kit to school team.
  - Prepared for kick off of organics recycling program
  - Stickered recycling container lids
  - Prepared for kick off of cafeteria composting and recycling boost program
  - Made “stack trays here” signs
  - Prepared tray stacking tubs
  - Made lanyards for students
  - Assisted in stickered and placing new composting and recycling containers in the cafeteria.
  - Made announcements during lunch and stayed throughout all lunches to help the new program on kick off day.
  - Met with custodian, lunch staff, security, vice principal and RCM on kick off day.
  - Worked with student monitors on kick off day
  - Tallied results of program:
    - **GARBAGE REDUCTION**
      - Typically this school generates 15 bags of garbage per day (480 gallons.) On kick off day, their school generated a total of about 3 bags of garbage (104 gallons.) That is a reduction of 12 bags per day ( 376 gallons)!!! If we add that up for a week- that is a reduction of 60 bags per week (1,880 gallons or 9.5 cubic yards); for a year, that means keeping 2,400 bags of garbage out of the landfill per year (75200 gallons or 372 cubic yards).
    - **INCREASED RECYCLING**
      - In just one day, they collected approximately 75 gallons of recyclable material and 44 gallons of food recycling material that would have been previously thrown away!
      - For just one week, that adds up to 595 gallons of material that is composted or recycled! That is also 23800 gallons per school year or 118 cubic yards per school year!

- Their cafeteria recycling rate was 14% (meaning 14% of all waste produced, was recycled.) their new lunch recycling rate is 53% (meaning 53% of all waste produced, was recycled).











▪ **Todd Beamer High School- Recycling in Cafeteria**

- Met with student group and staff
- Prepared lids with stickers for cafeteria recycling kick off
- Sent follow up notes and emails about ordering materials
- Provided cafeteria stickers and classroom stickers
- Prepared for kick off of cafeteria recycling program
- Made lanyards for students
- Created table toppers for cafeteria roll out
- Assisted in stickering and placing 14 brand new recycling containers in the cafeteria.
- Met with custodian and RCM
- Worked with students to promote the new program
- Assisted with kick off day of new program and attended all lunches
- Typed notes and sent follow up information
- Sent “steps for success” To RCM to help gain administrative support with this program.







### Truman HS- composting

- Met with student group and staff
- Conducted monitor training of student group
- Sent electronic composting kit to school
- Students created logo, ordered bottles for monitors, created tickets for recycling and composting correctly
- Students made presentations to other students.
- Sent follow up notes and emails about ordering materials.
- Created tray stacking signs, laminated and prepared
- Made lanyards
- Helped set up cafeteria stations
- Made announcements during lunch and assisted with sorting.
- School presented the City a Certificate of Achievement for assistance with this program.
- Results
  - In just one day, they collected approximately 28 gallons of recyclable material and 11 gallons of food recycling material that would have been previously thrown away!
  - For just one week, that adds up to 195 gallons of material, or almost 1 cubic yard per week out of the garbage and into recycling or food recycling! That is also 7800 gallons per school year or 39 cubic yards per school year! WOW!
  - Their new lunch recycling rate is 60% (meaning 60% of all waste produced, was recycled).
  - They reduced garbage trash from 5 cans per day to less than one can per day! That reduces waste by 20 cans per week!





***Recommendations for 2011:***

- Continue to follow up with all schools assisted this year and work with additional private schools.
- Continue to assist the District as needed.
- Continue to promote Cedar Grove composting program to schools.
- Continue to work with Resource Conservation Manager on adding recycling carts for schools.

## APPENDIX A: Signs for School composting containers





## APPENDIX B: Business Assistance

<i>Business Name</i>	<i>Address</i>	<i>actions taken</i>	<i>containers delivered</i>	<i>stickers delivered</i>	<i>BRK</i>	<i>green slim jims</i>	<i>improved recycling</i>	<i>new recycling</i>	<i>onsite visit</i>
Aesthetic Dental	32114 1st Ave. S.; Ste. 200	Provided 9 with stickers and BRK	9	15	1		1		1
Best Buy	31601 Pacific Hwy South	Visited onsite. Brought 10 containers, BRK and stickers.	10	15	1		1		1
Frito Lay	33930 9th Ave. S.	Visited onsite. Brought 10 containers, BRK and stickers. Talked with Bob.	10	15	1		1		1
Seattle Mail/USPS	34301 9th Ave. S.	Visited onsite. Brought 10 containers for Mark , BRK and stickers.	10	15	1		1		1
H Mart	31217 Pacific Hwy	Visited onsite. Brought 10 containers , BRK and stickers.	10	15	1		1		1
Paramount Scaffolding	35000 Pacific Hwy	Visited onsite. Brought 10 containers, BRK and stickers. Did not have any recycling. Emailed WM and ordered 2 SS carts.	10	15	1			1	1
Brooklake Church	629 S. 356th St.	Visited onsite. Brought 10 containers, BRK and stickers. Did not have any recycling. She thought they were already ordered and wondered where they were... Emailed WM and ordered 2 SS carts.	10	15	1			1	1
Safeway 3501	2109 SW 336th St.		10	15	1		1		1
Panera Bread	2107 320th St.	Visited onsite. There is an 8 yard recycling and 8 yard garbage onsite.		1	1				1

<i>Business Name</i>	<i>Address</i>	<i>actions taken</i>	<i>containers delivered</i>	<i>stickers delivered</i>	<i>BRK</i>	<i>green slim jims</i>	<i>improved recycling</i>	<i>new recycling</i>	<i>onsite visit</i>
Pier one Imports	2424 S. 320th St.	Has their outdoor cart. It was not getting picked up, so they thought they had to dump it into an adjacent dumpster (!) They stopped doing this because it was too hard. They now know the cart will be picked up. I left them 5 recycling containers and business recycling kit and stickers for containers. They are excited to start recycling.	5	10	1			1	1
Palace Spa	31525 20th Ave. South	Visited onsite. Has two outdoor carts. Both carts were full when I visited. Reminded them not to put cardboard around the cart. Spoke with staff; left folder and left note too for main manager. Left 5 recycling containers and stickers too.	5	10	1			1	1
Twin Lakes Grocery- Twin Lakes Plaza	3420 SW 320th St Ste B1	Visited onsite. Left 1 BRK, 1 container and 2 stickers and spoke with Liz	1	2	1		1		1
Twin Lakes Realty- Twin Lakes Plaza	3400 SW 320th St	Visited onsite. Left 1 BRK, 1 container and 2 stickers and spoke with Mark- the property manager	1	2	1		1		1
Gary A. Murphy- Dentist- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK		1	1		1		1
The Haircase- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK		1	1		1		1
Twin Lakes Barber Shop- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK		1	1		1		1

<i><b>Business Name</b></i>	<i><b>Address</b></i>	<i><b>actions taken</b></i>	<i><b>containers delivered</b></i>	<i><b>stickers delivered</b></i>	<i><b>BRK</b></i>	<i><b>green slim jims</b></i>	<i><b>improved recycling</b></i>	<i><b>new recycling</b></i>	<i><b>onsite visit</b></i>
Edward Jones Investment- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK. Gave recycling containers 2 years ago. Still doing fine.		1	1		1		1
State Farm- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK. Gave 2 recycling containers and stickers.	2	3	1		1		1
Island Breeze Tanning- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK. Gave 1 recycling container and stickers.	1	2	1			1	1
Twin Lakes Cleaners- Twin Lakes Plaza	3420 SW 320th St.	Visited onsite and left 1 BRK. Gave recycling stickers. She had lots of questions about shredded paper.		2	1		1		1
Twin Lakes Homeowners Association- Twin Lakes Plaza	3420 SW 320th St. B3	Visited onsite and left 1 BRK. Gave 4 recycling containers and recycling stickers. She is the office manager for the apartments association. She is going to include a blurb in the next newsletter about what is and is not recyclable.	4	6	1		1		1
Kewitt	33455 6th Ave. S	met onsite and did a walk through, provided folder, sent follow up notes with next steps ordered stickers for recycling containers. June: mailed 100 stickers. Sent follow up notes.		100	1		1		1
<b>TOTALS</b>			<b>98</b>	<b>262</b>	<b>22</b>	<b>0</b>	<b>16</b>	<b>5</b>	<b>22</b>